

# Unchained-Capital

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## Meets On-chain analytics

The Future of Bitcoin Data Science

# What to expect in this presentation

01

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Brief description of  
Bitcoin, on-chain  
analytics and our  
target company

02

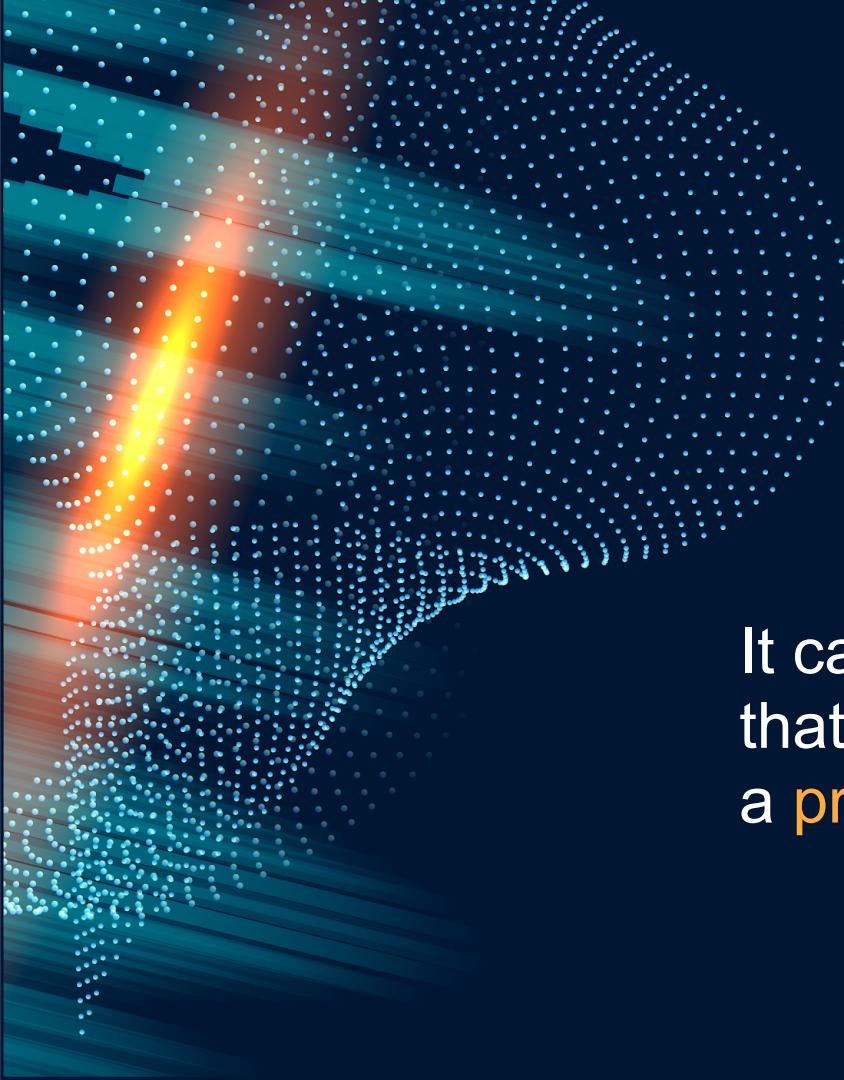
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Walk through 2  
examples of how on-  
chain can help our client  
and their customers

03

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Present a few on-  
chain metrics and  
describe what makes  
this analysis unique



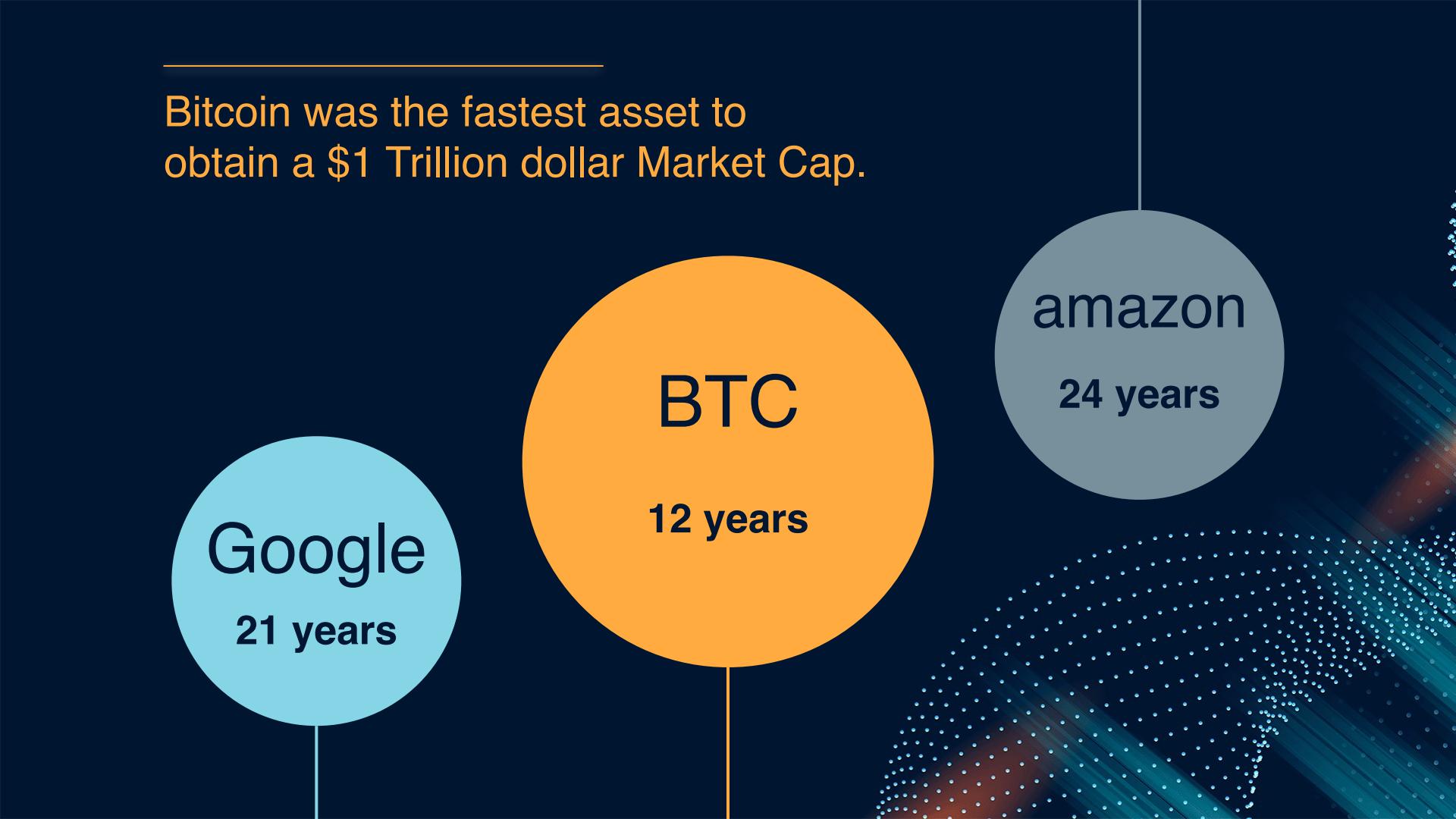
# What is Bitcoin?

Bitcoin is something **digital** that **you can own**.

It can be sent to anyone in the word that has an internet connection, and has a **price** determined by **the market**.

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Bitcoin was the fastest asset to obtain a \$1 Trillion dollar Market Cap.



Google

21 years

BTC

12 years

amazon

24 years

## What is Unchained-Capital?

A Bitcoin financial services company. Services include:

- 1.) Collaborative Custody using 2-of-3 multisig vaults.
- 2.) Bitcoin backed loans
- 3.) Bitcoin purchases for amounts between \$50,000 - \$10 million.
- 4.) Educational Bitcoin content.

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# What is On-chain analysis?

- A type of data analytics that is unique to bitcoin among all other financial assets.

It is transaction-level data that is fully transparent and able to be audited by anyone with a computer and internet.



# Impact Hypothesis

By adding a user-facing analytics dashboard, we can simultaneously accomplish 2 things:

- 1) Educate current customers who have some BTC allocation but are still skeptical of the technology.
- 2) Attract new customers who already use on-chain analytics to trade BTC, but don't understand the true value of Bitcoin which is a long term store of value, and the money of the future.  
It is a far better approach to buy and hold for the long term than try to trade for small profits.  
Securing Bitcoin for the long term is what Unchained-Capital does best.

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## Meet High Net-Worth Individual Leo



Leo hates bitcoin, but can't ignore the price action of the last 12 years.

Decides to put 1% of his net worth into bitcoin using Unchained-Capital's collaborative custody.

# On-chain graphical analysis



Exchange Net Position Change tracks

The largest known exchange wallets to see if coins are mostly being deposited or withdrawn.

When flows are **positive**, that is a sign that liquid supply is increasing.

When flows are **negative**, that is a sign that liquid supply is decreasing.

**Upon seeing the transparency of  
on-chain data, Leo decides Bitcoin  
is not just for criminals and nerds,  
And decides to ape \$100 million  
into his Unchained-Capital vault.**

**Now he can lay back and watch his  
Money grow.**



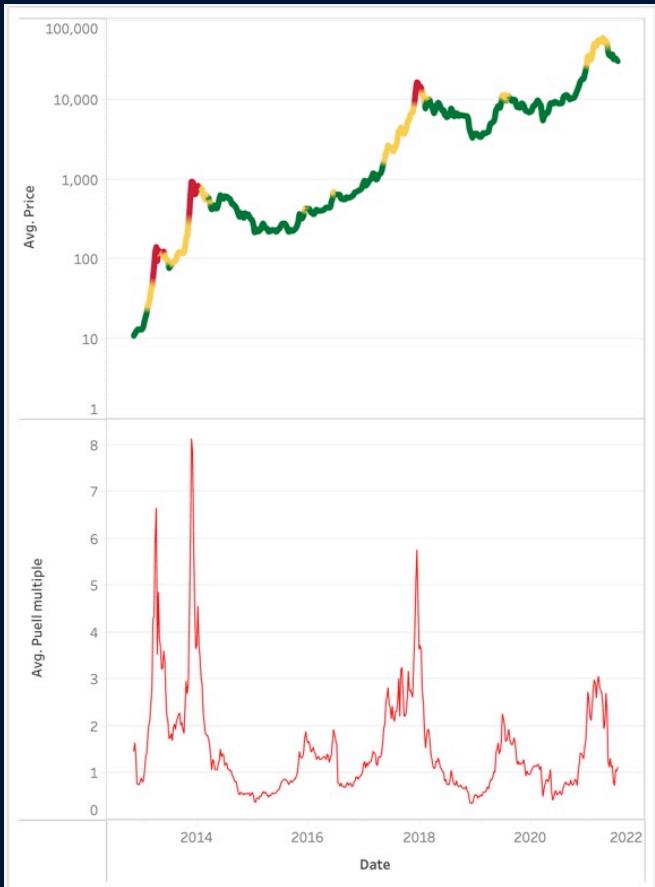


APE  
SZN

# Meet trader ape Lew



# Puell Multiple and price chart



**One day while lurking twitter for trading advice,  
Lew hears that Unchained-Capital has a new section  
Of their website devoted to on-chain analytics.**

**Lew decides that the Puell Multiple is the key metric  
He should base his trades on. So in April 2021, when  
The price chart is still in the yellow zone he sells  
The farm and goes Allin on BTC at \$64k.**

**But suddenly the animal spirits turned on Lew,  
The green and yellow turned red in the blink of an eye!**





Oh noes! Poor Lew just got liquidated. And dropped His happy meal because he is so sad about his big mistake.

Fortunately Lew soon discovers everything else that Unchained-Capital has to offer, and realizes that Bitcoin is not something that should be traded for Short term profits, but held for the long term in an Unchained-Capital multi-sig vault.

# Securing Your Future

BITCOIN NATIVE FINANCIAL SERVICES

[SCHEDULE A CONSULTATION](#)

## VAULTS

Your keys, your bitcoin, just safer

## LOANS

Friends don't let friends sell bitcoin

# THANKS!

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Do you have any questions?

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